

Sample Functional Resume

NAME

Street Address

City, State Zip

781-000-0000

emailaddress@babson.edu

PROFILE

Entrepreneurial and results-oriented leader with marketing and sales experience. Core competencies include:

- Branding Strategy
- Niche Expansion
- Sales
- Market Research
- Product Development
- Web Development

SELECTED ACCOMPLISHMENTS

Market Research & Branding

- Performed competitive analysis of Lego Bionicle brand as marketing model for \$5,000,000 Zoids Blox business.
- Analyzed Transformers brand collector base and proposed actions to develop collector business from 13% to 15% or \$13,000,000 of total revenue.
- Assessed market demand for European luxury linens. Directed production, receipt and marketing of \$100,000 French provincial linen program.

Business Development

- Launched \$30,000 antique art business.
- Grew retail comforter business by 25% to \$6,000,000 in annual sales. Planned comforter assortment, designed advertising layouts and negotiated promotions.

Personnel Management

- Coordinated engineers, sales force and vendors to merchandise, promote and develop functionality in channels.
- Recruit, hire, and train entry level and mid career professionals.
- Manage performance appraisal process for up to 8 direct reports.

- Coordinate incentive and recognition programs.

EMPLOYMENT HISTORY

Hasbro, Inc.	Pawtucket, RI
<i>Marketing Intern</i>	2002-2003
Parrish Blue, Dedham, MA	Dedham, MA
<i>Founder and Owner</i>	1995-2003
Terra Lycos, Inc.	Waltham, MA
<i>Channel Manager</i>	2000-2001
May Company, Filenes	Boston, MA
<i>Assistant Buyer</i>	1998-2000

EDUCATION

Babson College F.W. Olin Graduate School of Business	Wellesley, MA
Master of Business Administration	2003
<i>Awards: Hamilton Scholarship for Excellence in Entrepreneurship</i>	
Brandeis University	Waltham, MA
Bachelor of Arts in European Cultural Studies, <i>Cum Laude</i>	1997